

Here are a few simple guidelines to help you look great on camera.

Before you go to your closet to select your “favorite” suit, bear in mind that the television camera “sees” color, pattern and contrast differently than the human eye does. Therefore, it's important to dress for the way the camera will see you.

Keep your on-camera outfit simple, plain and low key. Understated is the operative word.

You want the audience to focus on what you have to say, not your wardrobe.

Clothes

- 1 Wear colors in the medium range: medium blue, green, maroon, pink, dark gray, etc.
- 2 Avoid white, red and orange clothing. Black is fine if it is combined with a pastel color.
- 3 Combinations of contrasting light and dark colors should not be worn.
- 4 Solid colors are best. Avoid patterns like fine checks, stripes and herringbones. On camera, these patterns will “vibrate” and detract from your presentation.
- 5 Do not wear any shiny or glittery jewelry, which can reflect light.

men

- Pick a tie with a simple design and colors that complement your suit.
- Avoid pin dots and fine stripes.
- Solids and broad patterns are best.
- Bring two other ties to the taping in case your first selection doesn't work on camera.
- A light blue or pink or gray shirt looks great on camera. An ecru or beige shirt will look like a white shirt on camera.
- If you are scheduled for an afternoon or evening session, bring a razor.



women

- Keep your jewelry and accessories simple.
- Select items that are not shiny or reflective. Avoid large, dangling earrings.
- Bring alternate selections to the taping.
- Keep your make-up simple.
- Avoid make-up, which contains glitter or is frosted. Wear less blush than normal.
- Use a lighter shade of lipstick. Stay away from deep reds and glossy types.

